



REPLY TO  
ATTENTION OF

DEPARTMENT OF THE ARMY  
HEADQUARTERS UNITED STATES ARMY FORCES COMMAND  
1777 HARDEE AVENUE SW  
FORT McPHERSON, GEORGIA 30330-1062

APR 08 2002

AFLG-PR

MEMORANDUM FOR ALL FORSCOM DOCS

SUBJECT: Contracting Information Letter (CIL) 02 – 05, Source Selection Authority (SSA) Briefing and Qualitative Basis of Award Statement

1. The purpose of this CIL is twofold: 1) provide an example SSA Briefing that is based upon an evaluation process that includes Adjectival Ratings and Color Codes; and 2) provide an example of a Qualitative Basis of Award Statement that utilizes priority statements to define the relative importance of the evaluation factors and subfactors.
2. The example SSA briefing is found at the enclosure to this CIL. This briefing uses Adjectival Ratings supported by Color Coding to visually display proposal ratings by the relative importance of each evaluation factor or subfactor. It also provides a clear portrayal of the “merits” of each proposal as the strengths, weaknesses, and deficiencies are listed along with the Adjectival Rating (and Color Code) of each evaluation factor. This example also illustrates an accurate and detailed basis for “discriminating” between proposals.
3. The Basis of Award Statement establishes the relative importance of the evaluation factors. An example of Basis of Award Statement using priority statements is provided below.

*The Technical Factor is somewhat more important than the Past Performance and Cost Factors combined. The Past Performance Factor is slightly more important than the Cost Factor. When combined, the Technical and Past Performance Factors are significantly more important than the Cost Factor. Where the selection official reasonably regards proposals as being essentially equal with respect to the Technical and Past Performance Factors, Cost can become the determining factor in making the award. To receive consideration for award, a rating of no less than “Acceptable” must be achieved for the Technical Factor<sup>1</sup>.*

(Note: Slide Number 7 of the enclosed example SSA briefing presents a visual display of this Basis of Award Statement. This statement is provided as just an example, and it can be tailored to accommodate the circumstances surrounding any particular acquisition requirement. A Quality Factor can replace the Technical Factor in this example, or a Price Factor can replace the Cost Factor. Further, the relative importance of the evaluation factors can be altered to reflect the acquisition

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<sup>1</sup> This qualifier statement can be made applicable to other non-cost evaluation factors. For example, this statement could have been altered to include the Past Performance Factor as well.

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circumstances (e.g., increase the relative importance of a Price Factor in support of firm-fixed-price requirements).

4. The relative order of importance must be established for all evaluation subfactors as well. This is also accomplished by using priority statements. The sample briefing establishes the relative importance of the subfactors found under the Technical Factor described in Paragraph 3.

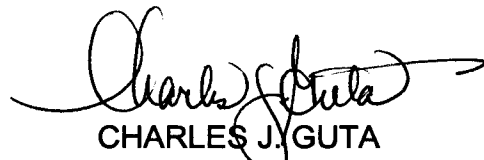
*The Technical Approach Subfactor is somewhat more important than either the Technical Resources or Quality Management Subfactors. The Technical Resources and Quality Management Subfactors are of equal importance and together are slightly more important than the Technical Approach Subfactor.*

(Note: Slide Number 8 of the enclosed sample SSA briefing presents a visual display the relative importance of these subfactors.)

5. Using priority statements to define the relative importance of the evaluation factors and subfactors works best when these evaluation factors are limited to those that are true proposal discriminators. FAR 15.304 clearly states "evaluation factors must (1) Represent key areas of importance and emphasis to be considered in the source selection decision; and, (2) Support meaningful comparison and discrimination between and among competing proposals." The intent of this FAR narrative can be rephrased as follows: If an evaluation factor or subfactor cannot surface proposal "merits" that have value enough to warrant the payment of a meaningful cost/price premium, do not use this factor or subfactor within the solicitation. To further streamline the amount of evaluation factors, evaluate both Past Performance and Cost at the factor level without the use of subfactors.

6. For additional information, please contact Mr. Oscar F. Eichhorn at DSN 367-5632 or [oscar.eichhorn@forscom.army.mil](mailto:oscar.eichhorn@forscom.army.mil).

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